

GOVERNMENT OF ANDHRA PRADESH  
ABSTRACT

Elections – Electoral Rolls – Summary Revision of Electoral Rolls with reference to 01-01-2010 – Payment of bill of Rs.9,00,075/- to M/s Apple Advertising & Marketing (P) Limited, Hyderabad towards the cost of Press Advertisement regarding Awareness and Publicity Campaign of Andhra Prabhai (A.P Editions) and Rahnuma E-Deccan (Hyderabad) on 05-06-2010 – Sanctioned – Orders – Issued.

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GENERAL ADMINISTRATION (ELECTIONS.C) DEPARTMENT

**G.O.Rt.No: 3282**

**Dated: 03-07-2010.**

Read the following:-

1. G.A. (Elecs.E) Dept. Lr.No.1007/Elecs.E/A2/2010-11, dt:04-06-2010.
2. Govt.Memo.No.13023/371/BG.III/2010, dt:26-05-2010 of Finance (BG.III) Department.
3. From M/s Apple Advertising & Marketing (P) Limited, Hyderabad Bill No. 083/EC/10-11, dt:05-06-2010.
4. G.O.Rt.No.2922, Fin. (BG-III) Dept., dt: 18-06-2010.

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**ORDER:**

In the letter 1<sup>st</sup> read above, the General Administration (Election.E) Department have requested M/s Apple Advertising & Marketing (P) Limited, Hyderabad to insert the advertisement in daily news papers of Andhra Prabha (A.P Editions) and Rahnuma E-Deccan (A.P Edition) newspapers on 05-06-2010 and submit the bills as per I & PR approved rates for making payment. Accordingly, the Agency has inserted advertisement in the said daily news papers on 05-06-2010.

2. M/s Apple Advertising & Marketing (P) Limited, Hyderabad in the reference 3<sup>rd</sup> read above has submitted bill for an amount of Rs.9,13,981/- as advertisement charges for payment as detailed below:

Andhra Prabha, A.P. Edition		
dt:05-06-2010		
(33 Cm X 25 Cms = 825 Sq.Cms)		
Rate of Rs. 983/- per Sq. Cm)		Rs. 8,10,975-00
Rahnuma E-Deccan, Hyderabad		
dt:05-06-2010		
(33Cm X 25 Cms = 825 Sq.Cm.)		
Rate of Rs. 108 /- per Sq. Cm.)	--	Rs. 89,100-00
Add: Service Tax @ 1.545%	--	<u>Rs. 13,906-00</u>
Total Amount		<u>Rs. 9,13,981-00</u>

(Contd..2..)

3. Government, after careful examination have viewed that the Service Tax has to be borne by the firm/advertising agency and decided to pay Rs.9,00,075-00 (Rupees Nine lakhs seventy five only) towards Publication Charges after excluding Service Tax.
4. After careful examination, Government hereby accord sanction for payment of **Rs.9,00,075/- (Rupees Nine lakhs seventy five only)** to M/s Apple Advertising & Marketing (P) Limited, Hyderabad towards the cost of Press Advertisement regarding in Awareness and Publicity Campaign in daily news papers of Andhra Prabha (A.P Editions) and Rahnuma E-Deccan (A.P Edition) newspapers on 05-06-2010.
5. The expenditure sanctioned in para 4 above shall be debited to **“2015 Elections - MH 108 Issue of Photo Identity Cards to Voters – SH (04) Photo Identity Cards to Voters – 260 Advertisements, Sales and Publicity Expenses”** and shall be met from the funds provided in B.E. 2010-2011 and G.O. 4<sup>th</sup> read above.
6. The General Administration (Claims.C) Department are requested to draw the amount sanctioned in para 3 above, obtain a cheque in favour of **“M/s Apple Advertising & Marketing (P) Limited, Hyderabad”** and forward the same to this Department for taking necessary further action.
7. The Pay and Accounts Officer, Hyderabad are requested to admit the bill in relaxation of Quarterly regulation orders issued in the Memo. 2<sup>nd</sup> read above.
8. M/s Apple Advertising & Marketing (P) Limited, Hyderabad shall pay the Service Tax directly to the Government.
9. This order does not require the concurrence of Finance Department.

(BY ORDER AND IN THE NAME OF GOVERNOR OF ANDHRA PRADESH)

I.V.SUBBARAO  
CHIEF ELECTORAL OFFICER & E.O.  
PRINCIPAL SECRETARY TO GOVERNMENT

To  
The General Administration (Claims.C) Department  
The Pay & Accounts Officer, Hyderabad  
The Deputy Pay & Accounts Officer, Secretariat Branch, Hyderabad  
Copy to:  
The Director of Treasuries & Accounts, A.P., Hyderabad  
The Accountant General, Andhra Pradesh, Hyderabad.  
Finance (Expr.GAD.I/ BG.III) Department.  
M/s Apple Advertising & Marketing (P) Limited, B-87, 2<sup>nd</sup> Floor,  
Lane No.3, Airlines Colony,Begumpet, Secunderabad-3.  
SF/SC.

//Forwarded:: By Order//

SECTION OFFICER